



Personal Fundraising Coach Program 2020 Fundraising Campaigns Quick Guide

Hello! Thank you for joining the Personal Fundraising Coach Program at Network for Good. Whether your organization currently plans one or several fundraising campaigns each year, we hope to see your fundraising grow during your time working with us. We work with hundreds of different nonprofit organizations every year and have received countless questions about fundraising campaigns and how to make them successful. Therefore, we have decided to put together this quick guide to help you get started. We encourage you to use the information in this guide, the other guides and samples in the Personal Fundraising Coach Library, and the time you spend with your Personal Fundraising Coach to determine your own personal goals in regards to fundraising campaigns and put together an action plan to achieve them. We're rooting for you!

What is a fundraising campaign?

Here at Network for Good, we consider a fundraising campaign to be a series of appeals designed to raise funds during a specific period of time. Fundraising campaigns typically involve:

- **One or more goals** - Nonprofits often set a monetary goal for their campaigns, but may also have additional goals in mind as well, such as securing gifts from lapsed donors, attracting new donors, etc.
- **One or more communication channels** - We recommend using a multi-channel approach for the best results, as outlined further along in this guide.
- **A specific timeframe** – Campaigns can last for very different lengths of time. A #GivingTuesday campaign, for example, may only last for one day, while a capital campaign to raise funds for a new building may last for years!

Types of Fundraising Campaigns

Fundraising campaigns can be vastly different. Some are short, some are long. Some raise money for a specific purpose, others focus on bringing in unrestricted funds. Some are run entirely by the nonprofit organization themselves, while others are managed by volunteer fundraisers. However, in the Personal Fundraising Coach Program, there are a few types of fundraising campaigns that we see most often:

- **Year-End Campaign** – This type of campaign sees nonprofit organizations raise funds during a specific period of time leading up to the end of the year, for example mid-November through the end of December. Year-end campaigns often include #GivingTuesday campaigns because #GivingTuesday falls within the overall timeframe

of the year-end campaign. Check the Personal Fundraising Coach Library for the latest edition of our year-end campaign e-guide.

- **Peer to Peer Campaign** – This type of campaign involves a group of people fundraising individually on behalf of the nonprofit organization. Network for Good’s fundraising software gives nonprofit organizations the opportunity to create their campaign online and give these individual fundraisers the chance to create their own unique pages. You can learn more about how to set up a peer-to-peer campaign in the Knowledge Base: <https://intercom.help/networkforgood/en/>.
- **Subscription Giving Campaign** – This type of campaign aims to increase the number of subscription donors – those supporters making a recurring gift to the nonprofit organization, for example monthly or quarterly. The Network for Good everyday giving page template offers donors the option to sign up to make a recurring gift through our system, and nonprofit organizations can customize their pages to decide which type of recurring gift options they want to make available.
- **Lapsed Donor Campaign** – Lapsed donors are those supporters who have not made a donation to a particular nonprofit organization in 365+ days (although they may have purchased a ticket to an event). Your Network for Good fundraising software automatically tracks whether a donor is lapsed. A lapsed donor campaign would include one or more appeals targeted specifically at lapsed donors and encourages those prior supporters to give again.
- **Capital Campaign** – This type of campaign aims to raise funds to make a substantial impact at a nonprofit organization, such as to renovate an existing space or build or purchase a new space.

Initial Planning

Fundraising campaigns include one or more fundraising appeals sent via one or more communication channels. For the best results, we encourage you to plan a series of appeals and to send them out via a variety of communication channels. A Network for Good study once showed that organizations who use at least two different channels had better results than organizations who used only one. To get started, we recommend putting together a plan including the following:

- **Your goal** - How much do you hope to raise from this campaign?
- **Your starting point** – Are you starting from the beginning or have you already begun to receive gifts that you can attribute to this campaign?
- **Your timeframe** - When will your audience first hear about this campaign, and when should they give by? For example, a year-end campaign might run from mid-November through the end of December, while a Mother’s Day campaign might kick off at the beginning of May and finish around the end of May.
- **Your purpose** – Are you raising money for something specific or simply raising unrestricted funds? If you are raising money for something specific, make sure your audience knows that as it could motivate them even more to give!
- **Your audience** – Who will you ask to contribute to this campaign? Do you have enough contacts in your software to make this campaign a success, or do you need to look for more prospects? Are there any major donors or other contacts you want to plan

additional outreach to or completely suppress from your campaign? If you are unsure how to segment your contacts, ask your coach for tips.

- **Your team** – Who will be involved in writing and sending out your appeals? Who will be in charge of tracking your progress? Who will record any offline gifts in your fundraising software? Who will send out your acknowledgements? Identifying these roles and responsibilities in advance can help your campaign run more smoothly while it's taking place.
- **Your appeals** – We suggest putting together a communications plan to outline the different appeals that you will send out. If you're not familiar with how to put together a communications plan, be sure to ask your coach and they will be happy to guide you through this process. Even a basic plan can ensure you start off on the right foot.
- **Your follow up plan** – Plan in advance to analyze the results at the end of your campaign and make a list of lessons learned that you can use to benefit future campaigns.

Suggested Communications

Before your campaign launches:

- **Everyday Giving Page** – Make sure your contacts have a way to give online.
- **Web Banner** - A visually appealing web banner at the top of your homepage will help attract attention for your new everyday giving page.
- **Content Folder** - Having a variety of content saved and ready to go will go a long way to help as you draft your appeals. Think photos, stock images, designed graphics, quotes and testimonials, stories about your beneficiaries, video, and more.

Kick-off:

- **Direct Mail** – If you plan to send out a letter/return envelope and/or a postcard, we suggest sending this out first so you can be sure you're not sending it to anyone who has already donated. This will likely be the most costly aspect of your campaign, so you may decide to review your contact list and target specific groups that you think have the best chance of giving to keep your overall mailing list and costs down.
- **Email Blasts** – Once your direct mail has arrived in homes, it's time to kick off the digital side of your campaign!
- **Social Media** – Look for ways to utilize every aspect of social media, from updating your Facebook cover photo to sharing Instagram stories.

Promotion:

- **Email Reminders** – We recommend sending out a series of email reminders. You can set up a filter in your software to reach only those who have not yet donated. Learn more about this below.
- **Social Media Posts** – Posting early and often about your campaign will let your followers know that something exciting is going on. Share progress updates, provide examples of how a gift to this campaign could make a difference, and post testimonials

and stories to explain your mission in an engaging way. Keep your posts varied to give yourself a better chance of them being read, liked, and shared.

- **Texts** – Text messages can be sent out right from your fundraising software and provide updates, share progress, and promote the URL for your everyday giving page.
- **Individual Meetings** – Taking time to reach out to and meet with donors one on one is a great way to find out why they care about your mission and to let them know the kind of impact they could make with a gift.
- **Videos** – Videos are another great way to promote your campaign while it is going on. They can be used to announce your new campaign, provide progress updates about where you are towards your goal, to thank key supporters, etc. Share videos on social media, on your website, and/or in email blasts.

Follow up:

- **Acknowledgements** – You can set up templates for email or direct mail under “Communications” and “Templates.” We also recommend using our new video acknowledgement tool to send a personal thank you to some or all your campaign donors.
- **Phone Calls** – Looking for a way to get your board involved? Why not ask them to make thank you calls to a specific group of your campaign donors, such as those with higher gift amounts or those who are brand new to your organization?

What Do Successful Fundraising Campaigns Have in Common?

Despite the wide range of fundraising campaigns that we see here at Network for Good, there are a few things that successful fundraising campaigns usually feature:

- ✓ Cohesive theme
- ✓ Strong visuals
- ✓ Engaging stories
- ✓ Sense of urgency
- ✓ Matching gift
- ✓ Mixture of print and digital communications
- ✓ Segmented lists of contacts with tailored messaging for each one

Your coach has helped dozens to hundreds of nonprofit organizations design and execute successful campaigns. Be sure to involve them in the brainstorming process early on as you plan your next campaign. The Personal Fundraising Coach Library also contains several sample appeals that we hope you will find useful as you begin drafting your own communications.

Tracking Your Campaign in Your Network for Good Software

Network for Good’s fundraising software provides a simple, smart process to track your campaign in one place.

- **Campaigns** – Get a quick look at all of your campaigns by logging into your fundraising software at www.networkforgood.com and clicking on “Giving” on the lefthand side of your screen and then “Campaigns.” Here you can see the progress for all your

campaigns in a list and click on a specific campaign to see further details, including an up to date list of donors.

- **Fundraising Pages** – Here you can set up and manage your fundraising pages, including everyday giving pages to take online donations, peer to peer campaigns to get your volunteers involved with their own individual donation pages, and event ticketing pages to sell tickets for upcoming events.
- **Filters** – To use our recommended filters, your own saved filters, or create a new custom filter, log in to your fundraising software and click on “Contacts” on the lefthand side of your dashboard. If you want to see everyone who has already donated to your campaign, choose “Donated to campaign/event,” then “Equals,” then choose the relevant campaign from the dropdown menu on the right. If you want to see a list of people who have not donated that you still want to reach out to, choose “Donated to campaign/event,” then “Not Equals,” then choose the same campaign from the dropdown menu on the right. This second filter gives you a great option for your mailing list as you send out campaign reminders, so you appeal to people who have not yet donated, rather than those who already have. If you would like to create a filter and therefore a list of donations, as opposed to a list of people, click on “Giving” on the lefthand side of your dashboard.
- **Acknowledgements** – Under “Communications,” choose Direct mail or Email Blasts, then “Templates” to create a special acknowledgement template to send out to any campaign donors. We also recommend using our new video acknowledgement feature to help you stand out from the crowd!

Resources

- **Graphics** -
 - www.canva.com
 - www.piktochart.com
- **Free stock images** -
 - www.unsplash.com
 - www.pexels.com
- **Samples** -
 - The Personal Fundraising Coach Library
 - Your own “ideas box” of appeals you and your colleagues receive at home, as well as an “ideas folder” of email appeals you get in your inbox.

Questions?

- If you have strategy related questions about how to make the most of these features, please contact your Personal Fundraising Coach.
- If you have technical questions about using your fundraising software, please contact the support team: <https://intercom.help/networkforgood/en/articles/403987-have-a-question>.
- We offer live trainings and office hours with information available here: <https://intercom.help/networkforgood/en/articles/484978-training-classes-and-live-office-hours>.